

Brisbane company to turn expired gift cards into adventure

Toby Crockford

The idea may seem off the cliff but a Brisbane-based lifestyle and adventure company is prepared to rock the industry by offering to match any type of expired gift voucher dollar for dollar.

Riverlife general manager Tahlia Roberts questioned why a gift should go to waste because of an expiry date.



Riverlife general manager Tahlia Roberts has a steep climb ahead, offering to match any type of expired gift cards dollar for dollar. *Photo: Tammy Law*

"Millions of dollars are spent on gift vouchers each year, and a large percentage of those will never be used," she said.

"We want to reach out to consumers who have unused expired gift vouchers and redeem them for an unforgettable adventure experience."

Riverlife is offering to match any gift voucher dollar for dollar and allow customers to use the credit on any adventure experience, including additional food packages.

There is also no limit per customer, as long as an adventure is scheduled, running and has spots available.

"Indeed it is risky, but if somebody has a \$500 expired gift voucher that they have not redeemed, the real travesty is that the expiry has prevented them from enjoying a loving gift that was purchased and intended for them to enjoy," Ms Roberts said.

"We want to provide that person with an experience, a gift they were meant to receive."

The adventure company has had all its own gift vouchers reprinted with "no expiry" stamps. If a Riverlife gift voucher has been previously purchased and not spent, the expiry date will also be ignored.

The offer is permanent and Ms Roberts said the challenge has been issued to the industry to match Riverlife's deal.

"We challenge the rest of the industry to join us in abolishing the expiry on gift vouchers. We believe the 'no expiry' gift voucher is the way of the future."